



CAMBRIDGE  
UNIVERSITY PRESS

# The Press in the world

## Supporting local communities





# CAMBRIDGE UNIVERSITY PRESS

This report aims to give you a snapshot of the community involvement and charity initiatives the Press is engaged in. You may even have some suggestions for the future or want to join us in a particular project.

Our ethos and our global presence are the foundations of our community work: the first because our mission to further the cause of learning around the world depends upon people having a stable economic and practical foundation to enable them to take up learning opportunities; the second because, with 53 offices in 39 countries, we are well placed to make a difference where we work and live.

From new schools for earthquake zones and free books for needy readers to gifts of toys at Christmas, support for teenage cancer sufferers and even hedge-laying, the nature and extent of Press involvement in communities around the world is extensive, imaginative and, most importantly, growing all the time.

I hope you will enjoy finding out about it.

A handwritten signature in black ink that reads "Stephen Bourne".

*Stephen Bourne*  
*Chief Executive and University Printer*



# Supporting communities through learning

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As our mission centres on learning, it is not surprising that the majority of our community and charitable work is focused on helping people, mainly children, to gain access to education. These are some of the projects we are involved in:

**Europe:** The Cambridge Journals group has partnered with a new charity to help bring our products to university libraries across Africa. Journals colleagues have worked with the Educational Support Initiative for Africa (ESiFA) from its inception, donating over 4,000 of our scientific and learned journals.

Also in **Europe**, Press volunteers from the Cambridge office have been involved in several learning initiatives, including helping unaccompanied refugee children to learn English, supporting local schools with literacy, numeracy and other subjects, and acting as guides to children during the Cambridge Science Festival and the Festival of Ideas.

**Africa:** Every year the Press donates thousands of books to Book Aid International for distribution throughout sub-Saharan Africa. The texts find their way to needy readers in countries such as Cameroon, Ethiopia, Kenya, Malawi, Namibia and Somalia.

An outreach programme to disadvantaged schools sees the Africa branch donating books to get libraries started, as well as clothes and other items. Each staff member adopts a learner to provide support and practical items such as shoes.

Press staff in South Africa also participate in the annual Rally-to-Read initiative, which involves publishers joining a 4x4 vehicle rally to remote schools inaccessible to ordinary vehicles. Schools are provided with mini libraries and teachers are given library skills training.

On World Book Day, donations of over 1000 books were made to schools and staff went into schools to read to learners, from Xhosa, Afrikaans and English materials.



*Students try out the Rally-to-Read mini library*

In another African initiative, the Press provides scholarship funds to enable students to attend the African Institute of Mathematical Sciences in South Africa, which in turn enables them to take on the challenge of higher degrees in world-renowned universities.

**Brazil:** Since 2002, more than 37,000 books have been donated to 151 different projects around Brazil, through the Bookstep programme. The Press also works with a new university called Unipalmarens in São Paulo, which was set up to enable black students, who may not otherwise be able to get into a university, to engage in higher education and to learn about their cultural heritage.

In Rio de Janeiro the Press also supports the Convênio Cambridge/IBEU/Prefeitura project with teaching and training materials. 46 teachers work exclusively on the project in 71 municipal public schools, currently helping 2000 students every year, who otherwise would not be able to afford tuition, to learn English.

**America:** The American branch has set up an educational fund in memory of Ronald Mansbridge, the founding Director of the branch, who died at the age of 100 in 2006. The fund is used to sponsor two scholarships each year for Westchester Community College's (WCC) Study Abroad Program at Cambridge University. WCC is one of only a handful of community colleges that offers a study abroad program of this kind to its best students, and it provides educational opportunities to those who may not be able to attend a university.



*Mansbridge scholarship students*

**Korea:** The Korea office has donated English books to SOS Children's Villages in Seoul, Daegu and Suncheon and is working with others to create a library for the children of the world's largest orphan charity.

**India:** The Press is helping with teacher training and building up school libraries in poor areas, and has designed laminated card versions of children's books which are used in slum schools.

## Supporting communities in crisis

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We were moved by the natural disasters in China and South East Asia in 2008 and staff around the world devoted their time and ingenuity to raise money to create new schools in disaster-hit areas.

A total of \$81,000 was achieved for the Press's China/Myanmar appeal through staff fund-raising matched by funding from the Press itself. The money is channelled to restore schools, following the devastating cyclone in Myanmar and earthquake in China. In Myanmar plans have already been drawn up to build a new school entirely from Press donations for the Htaw Pon Nar community in the Western Ayeyarwaddy Delta. In China, funds have gone to build a Cambridge University Press Hope Primary School in Sichuan Province where the earthquake occurred.

**Thailand's** Koh Sirey Island, an area devastated by the 2004 tsunami, is also an area where we have worked to help rebuild educational opportunities for children, many of whom lost family members in the disaster. The Press sponsored a teacher for the Koh Sirey school and donated books and other materials.

In **Mexico**, colleagues raised funds for the state of Tabasco, an area of Mexico where floods in 2007 left thousands of people homeless.



*Donation ceremony in Beijing*

# Supporting communities in partnership

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Working in partnership is as much a feature of the Press's community endeavours as it is of our professional life. Where we can, we work with established relief organisations, charities and projects.



**Iberia:** Colleagues from the Iberia branch are working with children's charity Plan International to provide a free translation service to help children in developing countries communicate with their sponsor families. Letters from sponsored children are translated into Spanish by the volunteers and returned to Plan, who pass them on to the sponsor parents.



**India:** The Press works with NGO Pratham to improve access to learning for very poor children. The Pratham project is reaching thousands of children already and, as one of its main objectives is to help improve English learning, the Press is well-placed to assist.



**Africa:** The Press has made available 25.1% of its shares in its South Africa business to help fund a unique university, which offers a world-class education to some of the country's poorest black students. The Community and Individual Development Association (CIDA) aims to lift talented young people out of poverty by offering the chance to study for a business degree (or equivalent) virtually for free. Graduate Colin Maphutha described his CIDA education as "a dream come true. Here I am able to be somebody."



*CIDA University students graduate*

The Press is working in partnership with Cambridgeshire school Linton Village College (LVC) to assist Boepathutse Junior School in the Soshanguve Township, Pretoria. LVC raised money for IT equipment for students, and the Press added a variety of textbooks and teaching resources. Wonder Chabalala, Marketing Manager in the Press Cape Town office, is a past pupil and returned to Soshanguve to present these much-needed books.



**Europe:** The Press is an arts partner of Cambridge-based UK orchestra, Britten Sinfonia. Stephen Bourne explains: "It's important for businesses to support local arts endeavours just as they support other local charities. They are part of the culture and fabric of local communities, which risks being lost if businesses won't step in and support them."

The Press recently won the British Council Arts & Business International Award, which celebrates excellence in the field of cultural partnerships in overseas markets. Through its work with Britten Sinfonia, the Press draws together its staff, authors, customers, distributors, suppliers and Cambridge alumni, all of whom are thrilled to be invited to attend the orchestra's concerts. The musicians also give masterclasses to instrumental students.



*Britten Sinfonia musicians*

## Supporting communities through food and fun

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Creating or restoring learning opportunities are not the only ways to help people in need. There are often more immediate needs to be met and Press volunteer efforts also encompass these.

**North America:** American staff help coordinate

- the collection of food for the Food Bank of New York, which distributes food to homeless and low-income New Yorkers
- donations for Literacy NY, which provides basic literacy training for adult learners
- gifts and donations for People-to-People, which provides holiday gifts for needy children.

**Brazil:** colleagues in the Brazil office have established a Christmas gift bag programme to ensure that children in some of São Paulo's poorest areas have something to celebrate at Christmas. The 'Printing Smiles' initiative distributes bags of gifts through local charity, Grupo Amar. On opening their bag, the child will find inside a new toy, a set of new clothes, sweets and toiletry items. Since 2003, the Branch has given 765 bags, and the number increases every year.



*João Madureira and Elizabeth Fuzikava prepare Christmas gift bags*

Also in **Brazil**, a 'Food for Thought' initiative encourages attendees of free Press events to donate non-perishable food to local charities; 12 tons have been donated since the project started in 2003.

# Supporting communities through sport

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Sport is a great force for bringing people together and it too plays a part in our community work.

**Africa:** In Cape Town the Scottsdene School project started when Chief Executive Stephen Bourne met school principal, Mr Cupido, who confided his dream of a sports field for his impoverished school, where 1,500 students study in prefabs and with a lack of basic amenities.

Africa branch colleagues took on the project with enthusiasm, arranging for a borehole to be drilled so that the school would have an independent water source for the upkeep of a sports field, and raising the funding to grass the field and buy equipment. The official handover of the sports field was a day of great jubilation at the school, and Stephen Bourne was invited back as guest of honour to cut a ribbon and declare the sports field open.

Also in **Europe**, Cambridge staff volunteer every year at the Cambridge Science Festival to lead sessions for children, helping with climbing, target practice, vertical jump, speed test and other activities. After the 2009 festival, organiser Caroline Ward said “Thank you so much to the Press volunteers. They were a great bunch and we were able to put on more activities than planned because of their help.”

The Press has recently started supporting the Football in the Community programme run by Cambridge United, which gives schools around Cambridge an opportunity to take part in outreach programmes run by Cambridge United and work on literacy, numeracy and teamworking skills, improving children’s motivation, engagement and confidence.



*Presentation of prizes to children participating in the Football in the Community programme*

# Supporting communities through the environment

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Our responsibilities to the communities we work within extend to the environment, and the Press has put increasing emphasis on environmentally responsible practices.

**Europe:** In 2007 we became the first Educational Partner to the Wildlife Trust (WLT) and since then Cambridge staff have devoted around 400 hours to various projects including hedge-laying, hay strewing, coppicing, fencing, and printing Trust materials for free. Staff from all levels and parts of the business have got involved, from directors to temporary support staff. Caroline Prout of the WLT said

“Staff from Cambridge University Press have enabled us to undertake important conservation tasks. Not only have they enhanced the wildlife value of the sites but they have also made them much more interesting to visit for the local community around them – it really is making a huge difference.”



*Press staff strewing hay*

Environmental practices have been the norm at Cambridge University Press long before they became fashionable, and in 2007 we were the first UK publisher to achieve the ISO 14001 standard for environmental management. In 2008, the Press was awarded first prize in the ‘Environmental Magazine, Newspaper and Book Publishing Award’ category of the Quality in Print Media Awards for its record in implementing green initiatives.

## Supporting communities by example

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In June 2009 we were delighted to receive two awards for our community and charity endeavours, because the recognition allows us to share what we have learnt with other organisations and, in turn, to learn from them.



We were awarded the Business Team Volunteering award by Business in the Community (BITC), for our high level of volunteering, and particularly for our 'Voluntary Hours Scheme', which allows staff to support local causes in work time.

At the same awards ceremony, Prince Charles presented his annual Ambassador's Award to Stephen Bourne, our Chief Executive, for his "commitment to seeing that things happen on the ground and his capacity to engage and inspire others." The Prince cited

- establishing the 'Voluntary Hours Scheme'
- reducing waste
- using sustainable resources
- leadership of the 2008 China/Myanmar crisis appeal.

Stephen has also led the Prince's Employers Leadership Group for a Business in the Community project aimed at reducing re-offending by helping ex-offenders get access to training and jobs.

Commenting on the awards, Stephen said: "I was delighted to see the Press volunteers win well-deserved recognition for all their hard work. As for my own award, I accepted it on behalf of all the many staff who have contributed around the world to our community programmes and projects, and specifically who worked so hard last year to raise money for our China/Myanmar appeal."



*Stephen Bourne collects his award from Stephen Howard, Chief Executive of BITC*

Support for the Cambridge Bridge the Gap charity walk continues too, with an annual Press turnout averaging 100 over the four years to 2009.

In 2009 staff from both the Press and the University of Cambridge acted in and helped to stage four special productions of *A Midsummer Night's Dream* as part of the Press's 425th anniversary celebrations. Ticket sales to the 1,200 strong audience over all four performances raised a superb £12,000 for the Press's nominated charities, each of them receiving £4000.



*Titania and Bottom, A Midsummer Night's Dream*



*The Press Bridge the Gap walkers in 2008*

If you think that any of the projects mentioned here would be a good fit with the ethos and objectives of your organisation, and you'd like to get involved, please contact

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